

**For Immediate Release**

Media Relations Contact: Kelly Kinney

(224) 423-4060

[kakinney@younginnovations.com](mailto:kakinney@younginnovations.com)

[www.plaksmacker.com](http://www.plaksmacker.com)



## **New matrix wedge technology saves time, improves gingival seal**

**Algonquin, Illinois, USA, August 18, 2020** – Plak Smacker is excited to introduce VursaWedge, an innovative new matrix wedge technology that delivers perfectly sealed gingival margins.

The specially developed split wedge technology delivers a better gingival seal, which helps in routine and deep-lesion cases. The wedge not only provides an interproximal seal, but the “wings” also carry that seal around to the lingual side of the tooth. This perfect seal dramatically reduces the time needed to finish the restoration and remove flash from this hard-to-reach area.

“Since the advent of composite restorations, dentists have been struggling to seal the gingival margin and achieve proper contact, as well as a natural contour, without an excessive amount of time spent finishing the restoration,” said VursaWedge inventor Dr. Matthew Burton, DDS, of Burton Dental Innovations, LLC. “VursaWedge is the culmination of several years spent analyzing and solving the inherent physical limitations of current wedges on the market.”

Even more exciting is that the VursaWedge easily lends itself for use with a clinician’s traditional system and technique. “The learning curve on this product is zero, it’s incredibly intuitive to use. Achieving perfect gingival margins is as simple as swapping VursaWedge for their traditional wedge,” explains Dr. Burton. Furthermore, the wings of the VursaWedge help lock in the ring, greatly reducing ring slippage. This product helps save time on the set up as well as the clean up!

Plak Smacker has partnered with Dr. Burton to provide a CE course about the impacts of wedges and how to achieve perfect gingival margins. The virtual CE course will take place on Thursday, August 20<sup>th</sup> and is free to attend.

To register for the event, visit <https://info.plaksmacker.com/cutting-wedge>. To learn more about VursaWedge technology, visit [BurtonBands.com](http://BurtonBands.com) or search VursaWedge at [PlakSmacker.com](http://PlakSmacker.com).

### **About Plak Smacker**

Plak Smacker ([www.PlakSmacker.com](http://www.PlakSmacker.com)) was created in 1986 by a hygienist who saw firsthand the oral hygiene challenges her orthodontic patients faced. Without an adequate solution, she created one; 30 years later, her dual-head toothbrush design remains a market leader. Since its inception, Plak Smacker has continued to expand its offerings, introducing unique and affordable products that help dental practices improve the patient experience, bolster their marketing efforts and support at-home care for patients. Our staff of dedicated account managers work with tens of thousands of practices across various dental specialties to determine how we can best support practice goals and address the needs of your patients and your office team.

### **About Burton Dental Innovations, LLC**

Burton Dental Innovations, LLC ([www.BurtonBands.com](http://www.BurtonBands.com)) has a mission to develop innovative products that help dentists achieve more predictable and favorable results in a more efficient manner. The company was founded by Dr. Matthew Burton, DDS who owns and has been operating his established dental practice in Illinois since 2008. Dr. Burton specializes in Class II composite restorations and has leveraged his insights to develop and market new solutions for dentists who face the same challenges in their own practices.

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